BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – JANUARY 13, 2011

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, January 13, 2011, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

1. CALL TO ORDER/ROLL CALL: The meeting was called to order at 9:08 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
Florent Gateau
Bruce Gelb
John Manrique

Others Present:
Alfred J. Treppeda, Village Manager
Ellisa L. Horvath, MMC, Village Clerk
Andrea Greenblatt, Administrative Assistant
Matthew Pearl, Village Attorney
Christopher Wallace, Finance Director
Carolyn Travis, Director of Tourism Marketing
Councilwoman Patricia Cohen
Councilman Martin Packer
Juan Arevalo, ONE Bal Harbour

Absent:
Michael M. Krop
Sandra Lansing
Richard Lodes

As a quorum was determined to be present, the meeting commenced.

2. PLEDGE OF ALLEGIANCE: The Pledge was led by Councilman Packer.

3. APPROVAL OF MINUTES: ***A motion was offered by Mr. Manrique and seconded by Mr. Gateau to approve the December 16, 2010 Regular Meeting Minutes. The motion carried (4-0).***

4. RESORT TAX FINANCIAL UPDATE: Mr. Wallace reported that the budget was on track for the first three months. He noted that the outstanding payment was received, so the revenue was up to date.

Ms. Travis reported steady revenue increases.

Ms. Travis requested a line item to show the amount of the St. Regis Development Agreement. She reported that the ONE had the BMW group last year and they didn't have the group this year, which resulted in a decrease for November. She noted that overall everyone had increased revenue.

5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS:

Month Recap/Status/Actions: Ms. Travis distributed and reviewed the Upcoming Actions summary including Bal Harbour Events, Domestic PR, US Actions, Brazil, Argentina, and Europe.

Mr. Treppeda discussed an agreement between the Harbour House and the ONE Bal Harbour, regarding use of the "Green" (grassy area behind the ONE Bal Harbour). He explained that the Village could not have any more activities on the Green, until there was an agreement from both of the parties to use it. Ms. Travis reported that the items previously schedule for the Green would be moved to the ONE Bal Harbour pool area.

Juan Arevalo, ONE Bal Harbour, agreed that the events would be held in the pool area.

Councilwoman Cohen explained that there was a strict agreement in place in the Harbour House condominium documents regarding use of the Green, but noted that there was a move to change the documents.

Mr. Treppeda requested the addition of $5,000 for postage for mailing the Bal Harbour event postcards.

Ms. Travis requested approval $34,000.00 for the following items:

Domestic PR - New York Media and Sales Trip (late February)	$ 4,000.00
US Actions – POW WOW Participation (May)	$15,000.00
($6,695 Booth, $2,000 Travel, and $6,305 Booth Graphics)	
Argentina – Sales and Media Trips (late March/April)	$10,000.00
(to conduct events in Chile and Argentina)	
Postage (for Bal Harbour Event postcards)	$ 5,000.00

A motion was offered by Mr. Gelb and seconded by Mr. Gateau to approve $34,000.00 for the items requested. The motion carried (4-0).

Ms. Travis discussed the Armory show (largest art show) in New York. She also discussed other consumer shows, with the demographics the Village is targeting.

Mayor Rosenfield suggested scheduling a presentation to the Aventura Marketing Council and sponsoring a breakfast, to increase knowledge about Bal Harbour in the Aventura area.

Overview of Reports: Ms. Travis reviewed the reports for LDPR – National Public Relations, Suzanne Corbo – NE US, Laura Schmidt – European, DLX Argentina, and On Request – Brazil.

Contract Renewals:

Heidi Barfels, Marketing Coordinator: Ms. Travis requested approval of an agreement with Heidi Barfels, Inc. for Special Event Productions and Promotional Services

at $2,916.66 monthly for one year. She discussed Ms. Barfels' role, discussed the benefits of having her and the savings recognized by not having to hire other people. The Committee discussed a non-compete agreement, hours, etc. Mr. Treppeda explained that Ms. Barfels was a consultant and not an employee. Mr. Wallace clarified that Ms. Barfels was an independent contractor and was not an employee, so the same criteria for benefits, hours, etc. did not apply to her. He noted that Ms. Barfels was there as needed and reported to the Director of Tourism.

A motion was offered by Mr. Gelb and seconded by Mr. Gateau to approve the agreement with Heidi Barfels Inc. The motion carried (4-0).

LDPR, National PR Agency: Ms. Travis requested approval of an agreement with Laura Davidson Public Relations at $7,000.00 monthly for one year. Mr. Manrique questioned the return on investment. Ms. Travis reviewed their monthly report showing their return on investment. She discussed the good job that they have done and spoke in favor of renewing the contract. She discussed their change in management.

A motion was offered by Mr. Manrique and seconded by Mr. Gelb to approve the agreement with Laura Davidson Public Relations (LDPR). The motion carried (4-0).

Internal Report:

Tourism Shuttle: Ms. Barfels distributed and reviewed the tourism shuttle report. She discussed changing the schedule and working more with the Shops to increase store awareness about the shuttle. Ms. Travis explained that a report would be provided next month showing the number of riders that get on and off the shuttle. Mr. Manrique discussed providing a pocket guide to the riders. The Committee discussed providing some history of the Village to the riders, etc. Ms. Barfels will provide some facts for the interns to provide to the riders. Councilwoman Cohen suggested that the shuttle stop on the street, to increase ridership, and also providing signage to mark the stops for the shuttle. Mr. Gelb thought that anything that could benefit the residents as well as the tourists was positive. Ms. Barfels reported that the hours of the shuttle would be reviewed as well as increased discussion at the hotels with the sales and catering managers. Ms. Travis felt that the shuttle was working, but could be better. She reported that the bus seated 30 people.

Email Campaign: Ms. Barfels discussed the email blasts that were sent one to two times per week. She reported that the newsletter started last month and the travel agents have been interested in it. She reported a database of 7,000 consumers and 7,000 travel agents. Mr. Gelb suggested that somewhere be provided on the postcards for people to submit their email address to receive Village information.

Social Media: Ms. Travis distributed and reviewed the LDPR Social Media Strategy 2011 Plan. Ms. Barfels reported that the Village had close to 700 followers on Facebook. Ms. Travis clarified that LDPR created the roadmap and Ms. Barfels was following it.

Ms. Travis discussed the travel followers and a Tweet party. Ms. Barfels discussed the possibility of booking through the Facebook page and also developing the Facebook page more. She discussed the photo blog from the events to tag people, etc.

Councilwoman Cohen suggested an emphasis on celebrity citings, etc. Ms. Barfels

explained that it was more about people posting the items that they had found.

Councilman Packer discussed the huge turnout at the Books and Books event. He suggested that someone be at each event getting email addresses from those in attendance.

GMCVB: Ms. Travis discussed her conversation with the GMCVB regarding the Village being provided with a list of items to be provided in return for the contribution/donation. She is waiting for the GMCVB proposal, but explained that she discussed support in Europe with them. She noted that the GMCVB understood that the Village needed to know what the return was.

6. DISCUSSION OF LIFEGUARDS: Mr. Treppeda reviewed information regarding lifeguards. Mayor Rosenfield suggested receiving current prices from Sunny Isles Beach. Mr. Treppeda explained that the Village had implemented nine life rings and phones, as well as a flag warning system. He discussed the liability in providing lifeguards. Mr. Gelb questioned if the St. Regis planned to have a lifeguard when they opened. Mr. Manrique was not aware of plans to do so. Mr. Treppeda reported that most of the people on the beach were behind the hotels. The Committee thanked Mr. Treppeda for the information.

7. DISCUSSION OF DIRECTOR OR TOURISM MARKETING BONUS STRUCTURE: Ms. Travis left the meeting during discussion of this item. Mr. Treppeda reviewed the existing and proposed bonus structure for Ms. Travis. Mr. Gateau suggested the 30% proposal, which was the industry standard. Mr. Manrique agreed that it should be between 25-30%. Mr. Treppeda suggested that Ms. Travis be treated the same as hotel sales staff. Mr. Treppeda, discussed the possibility of Ms. Travis receiving a percentage credit, if a new entity came on board.

A motion was offered by Mr. Manrique and seconded by Mr. Gateau to approve a bonus structure of 30%.

Mr. Gateau discussed the importance of incentivizing. Mr. Pearl discussed coming up with something that was equitable.

Mr. Manrique withdrew his motion and Mr. Gateau withdrew his second.

The Committee discussed what should be used as a comparison and how new entities would be handled. Mr. Wallace suggested that the revenue be compared year over year and not clouding it. He suggested ignoring the first year of the St. Regis, for the bonus amount.

A motion was offered by Mr. Gelb and seconded by Mr. Manrique to approve a quarterly bonus structure of 30% as presented, excluding the St. Regis (hotel and restaurants), excluding the Quarzo (hotel), excluding all new hotel revenue for the first year, and including all the restaurants (old and new not at the hotels). The motion carried (4-0).

8. UPDATE ON DISCLOSURE OF RESORT TAX REVENUE BY ENTITY: Mr. Pearl discussed the confidentiality of individual entity financial records. He

explained that resort taxes from individual entities were exempt from public records, but noted that he could request a specific clarification from the Department of Revenue. ***It was the consensus of the Committee that Mr. Pearl request further clarification from the Department of Revenue.***

9. OTHER BUSINESS:

Mrs. Horvath reported that Mr. Gateau had resigned from the Committee, effective January 14, 2011. Mayor Rosenfield thanked Mr. Gateau for his service on the Committee.

Mrs. Horvath explained that re-appointment of the Committee members would be placed on the January Council Meeting agenda. All those in attendance advised that they were interested in serving for another term. Mr. Manrique will advise if he would not be able to serve. Mr. Arevalo will provide a name for the Council's consideration as soon as possible, to replace Mr. Gateau.

10. ADJOURN: There being no further business, ***a motion was offered by Mr. Gelb and seconded by Mr. Manrique to adjourn. The motion carried (4-0) and the meeting was adjourned at 10:34 a.m.***

Mayor Jean Rosenfield

Attest:

Ellisa L. Horvath, MMC, Village Clerk